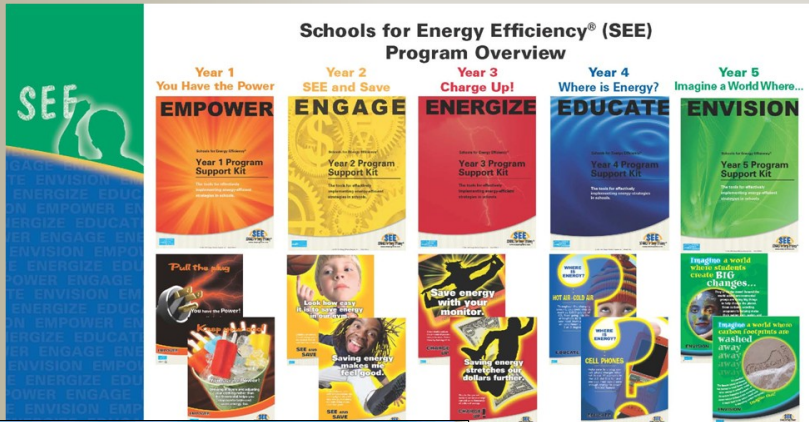


PROGRAM GUIDES

Susan B. Walker

As Program and Content Development Manager for Schools for Energy Efficiency (SEE) it is my responsibility to develop all new program concepts and accompanying educational campaigns and products. Two 5-year program series, one targeted at the educational market and the other for business, include a comprehensive plan for energy efficiency in the form of five, 150 page plus guides, pre-written templates for program communication throughout a district or a workplace, thought-provoking campaigns to engage staff, students and corporate employees, activity ideas for teachers and corporations, and a series of SEE created educational kits and products to help inspire change and motivate action. I was responsible for all program concepts, research, extension product development, standards-based and workplace appropriate activities, and creative direction for all components of the program.



Year 4
Core Communication - October
From EEC To Staff And Teachers
Topic: Energy Awareness Month & Change A Light Change The World Campaign

Where Is Energy? It's In A Light Bulb!
Change A Light And You Change The World

October is National Energy Efficiency Month. Students, and parents to way to take part is to participate in this ENERGY STAR campaign. The U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy (DOE) encourage everyone to change a light bulb in their home. Every light changed is a step toward a more sustainable future for this generation and the generations to come. More than 30 billion light bulbs are in use in the United States. Replacing them with energy-efficient light bulbs can save more than \$100 million in energy costs.

Year 5
Core Communication - December
From EEC To Staff And Teachers
Topic: Green Holiday & Winter Break Shutdown

Imagine Greening Up Your Holiday Plans!

As the holidays approach and we scramble to prepare, there is little room left to think about anything else but the gifts and the food. While some of us hope for a white, white holiday, know that there is good reason to think green instead. The holidays are filled with opportunities to make eco-friendly choices regarding everything from what you eat to where you go!

The following are a few environmentally responsible ideas to consider when planning your holiday party or any get together you may have during your winter break. You'll not only feel better about the green choices you're making, you may just inspire family and friends to green up a little too!

- Go Formal!** - Instead of paper plates and plastic silverware, treat out the cloth napkins and china or any reusable dishware. Less to throw away after the meal means less waste in your local landfill and reduced impact on the environment.
- ditch Disposable Bags** - The holidays usually mean lots of shopping for gifts, groceries, and everything else. Keep plastic and paper bags out of the landfill by carrying reusable cloth bags instead. For fun, give them to girls and encourage your family and friends to use them too! In the U.S., an additional 5 million tons of waste is generated during the holidays. Four million tons of this is wrapping paper and shopping bags. (Source: Clean Air Council)
- Stay Close to Home** - Consider a holiday at home this year. If you drive less, you'll use less fuel and produce fewer emissions. Fewer cars on the road mean less greenhouse gas emissions in the atmosphere. If you must go, consider carpooling. And if you must fly, consider purchasing carbon credits to offset the emissions produced by your flight. One single short flight produces roughly the same greenhouse effect as running a small car for three months. (Source: Ministry of the Environment, Finland)
- Get Creative** - Try making your own eco-friendly decorations rather than buying them from the store. Try creating something you may have otherwise thrown away. Or make decorations out of easy to recycle construction paper. Take the whole family outside to hunt for pine cones, leaves or other materials from nature to use in your decor. You may want to try your hand at home made clay to mold, bake, and paint decorations that you can use next year too!

Home for the holidays isn't the only place where being green matters. Remember to follow the energy saving winter shut-down tips below before leaving for your break. (INSERT DISTRICT SHUTDOWN PROCEDURES)

Thank you for taking the time to imagine a greener season by helping us stay committed to our energy saving goals throughout the district. Everything you do makes a big difference. Enjoy your break!

After the core program has been implemented and energy savings are proven, the fourth year is a chance to integrate more in-depth energy education into the classroom as well as introduce water conservation topics. Through awareness of the program, energy conservation for the energy use in districts continue strategies while the strengths and of their efforts continue.

Your district's energy management plan culminates during the fifth year where it's your chance to set the stage for a sustainable future. Everyone is encouraged to imagine a world where we are all reducing our energy waste to make an environmental impact.

ALUMNI CLUB

Monthly Environmental Club Action Sheets

In Year 5, SEE provided you with a wealth of fun, eco-friendly activity suggestions geared toward your involvement and keep them motivated.

Communications is coupled with a sheet of activity suggestions to go along with them. As champions of your environmental initiatives, it means quick and easy ways to encourage eco-friendly behaviors in your district. These activities are designed to help your EEC and your action and encourage environmental clubs to stay on top of their district's energy efficiency goals.

